ORDER

103698 Orders Order / Rev: Alt Order #: 06830029 BERKLEY FOR SENATE Product Desc: Estimate: 30S Flight Dates: 10/02/12 - 10/20/12 Primary AE: Amy McCreary Original Date / Rev: 06/28/12 / 10/10/12 Sales Office: **BLPHI** Order Type: **GENERAL** Sales Region: National Name: Shorr Johnson Magnus Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1831 Chestnut St. Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Berkley, Shelley for Senate Advertiser Name: Demographic: A35+ New Business Thru: Product Codes: PLC01 Order Separation: 00:05:00 SELECT PRIORITY CODE Priority: Advertiser External ID:

Rill	Plan
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Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/20/12	111	\$46,820.00	\$39,797.00

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Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	111	\$46,820.00	\$39,797.00	0.00
Totals	111	\$46,820.00	\$39,797.00	0.00

Agency External ID:

Totale

Account Executives

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	20%	\$46,820.00
Market	100%	\$234,100.00

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$74,912.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$49,161.00
KTUD	0%	\$0.00
KVVU	25%	\$58,525.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,682.00

	Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
•	E 1	KSNV	10/02/12	10/05/12	Wake Up Early w/ V	Vagn@M	430a-5a	-TWT	:30	4	\$50,003	0.00 NM	4	\$200.00
					Wake Up Early Wa	gners								
		NEWS												
		<u>Star</u>	t Date	End Date	Weekdays S	Spots/Week	<u>Rate</u>	<u>Rating</u>						
	W	eek: 10/0	01/12 1	0/07/12	-TWT	4	\$50.00	0.00						

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Order / Rev:

103698

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830029

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/02/12 - 10/20/12

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	10/02/1	2 10/05/12	Wake Up Early w	•	430a-5a	-TW T	:30	4	\$50.003	0.00 NM	4	\$200.00
NEWS			Wake Up Early V	Vagners								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/07/12	-TWT	4	\$50.00	0.00						
E 2 KSNV	10/08/1	2 10/08/12	Wake Up Early w	// Wagn@M	430a-5a	M	:30	1	\$50.003	0.00 NM	1	\$50.00
15110			Wake Up Early V	Vagners						ļ		
NEWS	art Date	End Date	Weekdays	Spots/Week	Data	Dating						
<u>عن</u> Week: 10		10/14/12	M	<u> </u>	<u>Rate</u> \$50.00	Rating 0.00						
		2 10/08/12	M-F 5-6a WakeU	p w/WaQM	5-6a	M	:30	1	\$200.003	0.00 NM	1	\$200.00
			M-F 5-6a Wakel	Jp w/Wagners								
NEWS		F-15-4-	NA	0	D-4-	D-6						
<u>اد ک</u> Week: 10	art <u>Date</u> 1/08/12	End Date 10/14/12	<u>Weekdays</u> _M	Spots/Week	<u>Rate</u> \$200.00	Rating 0.00						
			M-F 5-6a WakeU	lp w/Wa@M	5-6a	-TWTF	:30	4	\$200.003	0.00 NM	4	\$800.00
_ ,	,		M-F 5-6a Wakel					•	7		•	\$000.00
NEWS												
<u>St</u> Week: 10	art Date	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$200,00	Rating 0.00						
			M-F 6-7a WakeU		\$200.00 6-7а	-TWTF	:30	8	\$300.003	0,00 NM	8	\$2,400.00
E 5 ROIV	10/02/	2 10/00/12	M-F 6-7a Wakel		0-7 a	1 44 1 1	.00	O	\$500.005	0,00 1410	0	φ2,400.00
NEWS												
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week; 10		10/07/12	~TWTF	8	********	0.00			4000.000	0.00.1111		
E 6 KSNV	10/08/1	12 10/08/12	M-F 6-7a WakeU M-F 6-7a WakeU		6-7a	M	:30	2	\$300.003	0.00 NM	2	\$600.00
NEWS	;		Wit o ra traito	op militagnole								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/14/12	M	2		0.00						
E 7 KSNV	10/08/1	12 10/08/12	,	CM	658a-9am	M	:30	3	\$400.003	0.00 NM	3	\$1,200.00
TODA'	Y		Today Show									
St	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/14/12	M	3	\$400.00	0.00						
E 8 KSNV	10/02/	12 10/05/12	Today Show	CM	658a-9am	-TWTF	:30	8	\$400.003	0.00 NM	5	\$2,000.00
TODA	v		Today Show									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/07/12	-TWTF		\$400.00	0.00						
	h Date Ra		escription		t/End Time	_	<u>Weekdays</u>			Rtg Type		
	V 10/01/1 redited	2-10/07/12 T	oday Snow	658	a-9am	-	-TWThF	-	:30 (\$400.00)	0.00 NM		
= -		on different li	ne with rate chang	ie]								
3 KSN	V 10/01/1	2-10/07/12 T	oday Show	658	a-9am		-TWThF	-	:30 (\$400.00)	0.00 <i>NM</i>		
	redited	1256 (1)	***	Ē								
		on different li 2-10/07/12 7	ne with rate chang	_	a-9am		-TWThF		.00 (0400.00)	0.00 4/44		
	v 10/01/1 redited	2-10/0//12 1	oday Silow	000	a-saiii	•	- 1 MA I II F	-	:30 (\$400.00)	U.GU IVIVI		
		on different li	ne with rate chang	je]								
E 9 KSNV	/ 10/02/	12 10/05/12	Noon News	СМ	12-1230pm	TWTF	:30	4	\$175.003	0.00 NM	4	\$700.00
.,			Noon News									
NEWS		End Date	Wookdows	SpotoMilant	Dete	Datina						
<u>ى .</u> Week: 10	art <u>Date</u> 0/01/12	End Date 10/07/12	<u>Weekdays</u> ∼TWTF∺∺	Spots/Week 4		Rating 0.00						
			Noon News	CM	12-1230pm	M	:30	1	\$175.003	0.00 NM	1	\$175.00
			Noon News								•	,
NEWS		- ·- ·	186			B 0						
<u>St</u> Week: 10	art Date	End Date 10/14/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$175.00	Rating 0.00				į		
		12 10/08/12	1-1	CM	9-10a	M	:30	1	\$425.001	0.00 NM	1	\$425.00
_ 11 10111	101001	E 10/00/12		OIVI	0-10d	M	.00	ı	ψ 1 20.00 Ι	O.OO INIVI	- 1	Ψ420.V

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Advertiser:

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Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/02/12 - 10/20/12

Estimate:

In Ch. Start End	Inventory Code Prock	Start/End 7	ime Dava	lon Snoto	Doto Dri	Dia Tuna Ca	 .	A ma a comá
Ln Ch Start End	Inventory Code Break M-F Today Show II 3rd Hr	Start/End 7	ime Days	Len Spots	Nate Fil	Rtg Type Sp	บเธ	Amount
	M-F Today Show II							
TODAY II								
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 10/08/12 10/14/12 <u>Spot Ch Date Range</u> <u>D</u>	M 1 Description Start	\$425.00 E/End Time	0.00	Weekdays Le	nath Bata	Dto Tuno		
<u>Spot Ch Date Range</u> <u>D</u> 1 KSNV 10/08/12-10/14/12 N				M	<u>ngth</u> <u>Rate</u> :30 (\$175.00)	Rtg Type		
See MG 11.2	roday chen n cra / n c ro	~		.,	.00 (\$7,70.00)	0.00 14///		
	[E] NOT AVAILABLE RATE					l l		
2 KSNV 10/08/12-10/08/12 N	/I-F Today Show II 3rd Hr 9-10	а		M	:30 \$425.00	0.00 NM		
→ MG for 11.1 10/08								
[revised rate to reinstate								
E 12 KSNV 10/02/12 10/05/12		9-10a	-TWTF-	:30 4	\$ 425. 00 1	0.00 NM	3	\$1,275.00
TODAY II	M-F Today Show II							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/01/12 10/07/12	-TWTF 4		0.00					
Spot Ch Date Range D		t/End Time		Weekdays Le	ngth <u>Rate</u>	Rtg Type		
1 KSNV 10/01/12-10/07/12 N	VI-F Today Show II 3rd Hr 9-10	а		~TWThF~~~~	:30 (\$425.00)	0.00 NM		
See MG 12.5,12.6,12.7								
	TE] NOT AVAILABLE RATE				00 (410=00)	0.00 4114		
2 KSNV 10/01/12-10/07/12 N See MG 12.5,12.6,12.7,	•	а		-TWThF	:30 (\$425.00)	0.00 NINI		
	, 12.0 [E] NOT AVAILABLE RATE							
3 KSNV 10/01/12-10/07/12 N	•	a		-TWThF	:30 (\$425.00)	0.00 NM		
See MG 12.5,12.6,12.7	•				(*			
[NOT AVAILABLE RAT	TE] NOT AVAILABLE RATE							
4 KSNV 10/01/12-10/07/12 N	•	a		-TWThF	:30 (\$425.00)	0.00 <i>NM</i>		
See MG 12.5,12.6,12.7								
[.NOT AVAILABLE RAT 6 KSNV 10/02/12-10/05/12 N	FE] NOT AVAILABLE RATE	10		-TWThF	.20 0425.00	0.00 8184		
MG for 12.2,12.1,12.4,1		ia .		I M ! III	:30 \$425.00	0.00 NM		
[revised rate to reinstate								
7 KSNV 10/02/12-10/05/12 N	-	a		-TWThF	:30 \$425.00	0.00 NM		
[ABLE TO PLACE] ABL	LE TO PLACE							
8 KSNV 10/02/12-10/05/12 N	M-F Today Show II 3rd Hr 9-10)a		-TWThF	:30 \$425.00	0.00 NM		
⊕ MG for 12.2,12.1,12.4,1								
[revised rate to reinstate	•							
E13 KSNV 10/02/12 10/05/12		3-4p	-TWTF-	:30 4	\$200.003	0.00 NM	4	\$800.00
PHIL	Dr Phil							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/01/12 10/07/12	-TWTF 4	. —	0.00					
E14 KSNV 10/08/12 10/08/12	Dr. Phil CM	3-4p	M	:30 1	\$200.003	0.00 NM	1	\$200.00
	Dr Phil	·						
PHIL								
Start Date End Date	Weekdays Spots/Week	*******	Rating					
Week: 10/08/12 10/14/12	M 1	\$200.00	0.00	.20 4		0.00 NIM	A	ቀባለት ላጎ
E 15 KSNV 10/08/12 10/08/12	4PM NEWS (1 hour)	4-5pm (4:30 PM-5:	M 10 PM)	:30 1	\$300.003	0.00 NM	1	\$300.00
NEWS	TIME WO (TROUT)	(-1.00 1 MI-0.1	20 1 101)					
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12	M 1	\$300.00	0.00					
E16 KSNV 10/02/12 10/05/12	NEWS 3 at 4 (1 HOUR)CM	4-5pm	-TWTF-	:30 4	\$300.003	0.00 NM	4	\$1,200.00
MENAG	4PM NEWS (1 hour)	(4:30 PM-5:	00 PM)					
NEWS	Manufadava Overska AAT (to i	D-#					
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	<u>Weekdays</u> <u>Spots/Week</u> -TWTF 4		Rating 0.00					
E 17 KSNV 10/02/12 10/05/12	<u>`</u>	4-5pm ,	-TWTF-	:30 4	\$300.003	0.00 NM	1	\$1,200.00
ETT NORV TOTOZITZ TOTOJITZ	4PM NEWS (1 hour)	(4:00 PM-4:		.50 4	ψυσο,σσο	U.GO INIVI	4	φ1,200.00
		(T.UU 1 IVI-T						

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BERKLEY FOR SENATE

Flight Dates:

10/02/12 - 10/20/12

Estimate:

Ln Ch Start End	Inventory Code Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 17 KSNV 10/02/12 10/05/		4-5pm	TWTF	:30	4	\$300,003	0.00 NM	4	\$1,200.00
	4PM NEWS (1 hour)	(4:00 PM-4:3	30 PM)						
NEWS		5 /	5.0						
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/1:		· —	Rating 0.00						
	2 NEWS 3 at 4 (1 HOUR)CM	4-5pm	M	:30	- 1	\$300.003	0.00 NM	1	\$300.00
E 18 KSNV 10/00/12 10/00/	4PM NEWS (1 hour)	4-5pm (4:00 PM-4:3		.30	'	\$300.003	U.UU INIVI		\$300.00
NEWS	- Miller Co (: Hodry	(-1.00 101 -4.0	, o t iii,						
Start Date End Da	<u>e Weekdays Spots/Week</u>	<u>Rate</u>	Rating						
Week: 10/08/12 10/14/1	2 M 1	\$300.00	0.00						
E 19 KSNV 10/08/12 10/08/	12 M-F Early News CM	5-630p	M	:30	2	\$450.003	0.00 NM	2	\$900.00
	M-F Early News								
NEWS	201 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	5.	5 "						
<u>Start Date</u> <u>End Da</u> Week: 10/08/12 10/14/1:			Rating 0.00						
E 20 KSNV 10/02/12 10/05/		5-630p	-T-TF	:30	8	\$450.003	0.00 NM	8	\$3,600.00
E 20 K3NV 10/02/12 10/03/	M-F Early News	3-030p	-1-11	.50	o	\$450.003	U.UU INIVI	o	φ3,000.00
NEWS							l l		
Start Date End Da	<u>e Weekdays Spots/Week</u>	<u>Rate</u>	Rating						
Week: 10/01/12 10/07/1	? -T-TF {	\$450.00	0.00						
E 21 KSNV 10/02/12 10/05/		730-758pm	-T-TF	:30	2	\$225.003	0.00 NM	2	\$450.00
5405	Face to Face w/ J.Ralston						·		
FACE	- Manual Constant Constant	. D-4-	Detine						
<u>Start Date</u> <u>End Da</u> Week: 10/01/12 10/07/1			Rating 0.00						
E 22 KSNV 10/08/12 10/08/		730-758pm	M	:30	1	\$225.003	0.00 NM	1	\$225.00
E 22 ROINV 10/00/12 10/00/	Face to Face w/ J.Ralston	7 00-7 00pm	•	.50	•	Ψ223.003	U.UU INIVI	•	\$225,00
FACE									
Start Date End Da	<u>e Weekdays</u> <u>Spots/Week</u>	<u>Rate</u>	Rating						
Week: 10/08/12 10/14/1	2 M 1	l \$225.00	0,00						
E 24 KSNV 10/02/12 10/05/		630-730pm	-T-TF	:30	8	\$1,300.001	0.00 NM	8	\$10,400.00
IEDANI I	M-F Jeopardy/Wheel of Fortur	ne							
JEP/WH	e Weekdavs Spots/Week	, Data	Dating						
<u>Start Date</u> <u>End Da</u> Week: 10/01/12 10/07/1		<u>Rate</u> 3 \$1,300.00	<u>Rating</u> 0.00						
VVGCK, 10/01/12 10/01/1	_	φ1,000.00	0.00				1		

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BERKLEY FOR SENATE

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Flight Dates: Estimate: 10/02/12 - 10/20/12 30S

Alt Order#:

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Ln Ch Start End Inventory C	ode Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type S	pots	Amount
E 24 KSNV 10/02/12 10/05/12 M-F Jeop/W		630-730pm	-T-TF-	- :30 8	8 \$1,300.001	0.00 NM	8	\$10,400.00
M-F Jeopard JEP/WH	y/Wheel of Fortun	е						
Start Date End Date Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 10/01/12 10/07/12 -T-TF		\$1,300.00	0.00	Modudovo	awath Data	Dia Tura		
Spot Ch Date Range Description 1 KSNV 10/01/12-10/07/12 M-F Jeop/When		t/End Time -730pm		Weekdays L	engun <u>Rate</u> :30 (\$1,300.00)	Rtg Type 0.00 NM		
See MG 24.9,24.10,24.11,24.12,24.13 [.NOT AVAILABLE RATE] NOT AVAI	3,24.14,24.15,24.1	•			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
2 KSNV 10/01/12-10/07/12 M-F Jeop/Whe		-730pm		-T-ThF	:30 (\$1,300.00)	0.00 <i>NM</i>		
See MG 24.9,24.10,24.11,24.12,24.13 [.NOT AVAILABLE RATE] NOT AVAI		6						
3 KSNV 10/01/12-10/07/12 M-F Jeop/Whe		-730pm		-T-ThF	:30 (\$1,300.00)	0.00 <i>NM</i>		
See MG 24.9,24.10,24.11,24.12,24.13 [.NOT AVAILABLE RATE] NOT AVAI		6				ļ		
4 KSNV 10/01/12-10/07/12 M-F Jeop/Whe		-730pm		-T-ThF	:30 (\$1,300.00)	0.00 <i>NM</i>		
See MG 24.9,24.10,24.11,24.12,24.13 [.NOT AVAILABLE RATE] NOT AVAI	LABLE RATE	6						
5 KSNV 10/01/12-10/07/12 M-F Jeop/Whe		-730pm		-T-ThF	:30 (\$1,300.00)	0.00 <i>NM</i>		
See MG 24.9,24.10,24.11,24.12,24.13 [.NOT AVAILABLE RATE] NOT AVAI		6						
6 KSNV 10/01/12-10/07/12 M-F Jeop/Whe		-730pm		-T-ThF	:30 (\$1,300.00)	0.00 <i>NM</i>		
See MG 24.9,24.10,24.11,24.12,24.13 [.NOT AVAILABLE RATE] NOT AVAI	LABLE RATE	6						
7 KSNV 10/01/12-10/07/12 M-F Jeop/Whe		-730pm		-T-ThF	:30 (\$1,300.00)	0.00 NM		
See MG 24.9,24.10,24.11,24.12,24.13 [.NOT AVAILABLE RATE] NOT AVAI	LABLE RATE	6						
8 KSNV 10/01/12-10/07/12 M-F Jeop/Whe		-730pm		-T-ThF	:30 (\$1,300.0 0)	0.00 NM		
See <i>MG 24.9,24.10,24.11,24.12,24.13</i> [.NOT AVAILABLE RATE] NOT AVAI	LABLE RATE							
9 KSNV 10/02/12-10/07/12 M-F Jeop/Whe		-730pm		-T-ThF	:30 \$1,300,00	0.00 NM		
MG for 24.1,24.3,24.8,24.2,24.6,24.4, [revised rate to reinstate]	24.7,24.5							
10 KSNV 10/02/12-10/07/12 M-F Jeop/Whe		-730pm		-T-ThF	:30 \$1,300.00	0.00 NM		
MG for 24.1,24.3,24.8,24.2,24.6,24.4, [revised rate to reinstate]	24.7,24.5							
11 KSNV 10/02/12-10/07/12 M-F Jeop/Whe		-730pm		-T-ThF	:30 \$1,300.00	0.00 NM		
MG for 24.1,24.3,24.8,24.2,24.6,24.4, [revised rate to reinstate]	24.7,24.5							
12 KSNV 10/02/12-10/07/12 M-F Jeop/Whe	el 630	-730pm		-T-ThF	:30 \$1,300.00	0.00 NM		
MG for 24.1,24.3,24.8,24.2,24.6,24.4, [revised rate to reinstate]	24.7,24.5					Ì		
13 KSNV 10/02/12-10/07/12 M-F Jeop/Whe	el 6 30	-730pm		-T-ThF	:30 \$1,300,00	0.00 NM		
MG for 24.1,24.3,24.8,24.2,24.6,24.4, [revised rate to reinstate]	24.7,24.5	·						
14 KSNV 10/02/12-10/07/12 M-F Jeop/Whe	et 630	-730pm		-T-ThF	:30 \$1,300.00	0.00 NM		
(f) MG for 24.1,24.3,24.8,24.2,24.6,24.4,	24.7,24.5	•						
[revised rate to reinstate]	~l 620	720nm		-T-ThF	-20 #4 200 00) O OO AIM		
15 KSNV 10/02/12-10/07/12 M-F Jeop/Whe		-730pm		-1-1111	:30 \$1,300.00	U.UU NIVI		
[revised rate to reinstate]								
16 KSNV 10/02/12-10/07/12 M-F Jeop/Whe		-730pm		-T-ThF	:30 \$1,300.00	0.00 NM		
MG for 24.1,24.3,24.8,24.2,24.6,24.4, [revised rate to reinstate] ■	24.7,24.5							
E 25 KSNV 10/08/12 10/08/12 M-F Jeop/W M-F Jeopare	heel CM dy/Wheel of Fortur	630-730pm le	M	:= :30	2 \$400.003	0.00 NM	2	\$800,00
JEP/WH			D."					
Start Date End Date Weekdays Week: 10/08/12 10/14/12 M	2	\$400.00	<u>Rating</u> 0.00					
E 26 KSNV 10/06/12 10/06/12 SIGN ON-SI	GN OFF CM	5a-459a	S	5- :30	2 \$250.003	0.00 NM	2	\$500.00
ROS		(9:00 PM-10:	oo mivi)			1		

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Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates: 06830029

10/02/12 - 10/20/12

Product Desc: Estimate:

BERKLEY FOR SENATE

Ln Ch Start End	Inventory Code	Break	Start/End Tir	ne Days	Len Spot	s	Rate Pri	Rtg Typ	e Spots	Amount
JEP/WH <u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spot	s/Week 2	<u>Rate</u> \$250.00	Rating 0.00						
E 27 KSNV 10/07/12 10/07/12	News 3 Live in Prime	CM	7-10pm	S	:30	1	\$600.003	0.00 N	M 1	\$600.00
NEWS IN PRIME AFTER N	News 3 in Prime									
Start Date End Date		s/Week	<u>Rate</u>	Rating						
Week: 10/01/12 10/07/12	S	1	\$600.00	0.00	<u>u</u>					
E 28 KSNV 10/05/12 10/05/12 GRIMM	Fri PR 9-10p Friday Prime 9-10pm	СМ	9-10pm	** ** ** F	:30	1 \$	31,000.003	0.00 N	M 1	\$1,000.00
Start Date End Date	Weekdays Spot	s/Week	Rate	Rating						
Week: 10/01/12 10/07/12	F		\$1,000.00	0.00					4	
E31 KSNV 10/02/12 10/05/12 FALLON	Late Night w/Fallon Late Night w/Fallon	CM	1237a-136am	-TWTF	:30	4	\$250.001	0.00 N	IM 4	\$1,000.00
Start Date End Date	Weekdays Spot	s/Week	Rate	Rating						
Week: 10/01/12 10/07/12	-TWTF	4	\$250.00	0.00						
Spot Ch Date Range I 1 KSNV 10/01/12-10/07/12	Description		<u>/End Time</u> /a-136am	_	<u>//eekdays</u> -TwThF	<u>Lenc</u>	<u>th Rate</u> 30 (\$250.00)	Rtg Typ	_	
See MG 31.5,31.6,31.7			a-150aii)		- W	••	30 (4200.00)	0.00 A	nvi	
2 KSNV 10/01/12-10/07/12	Late Night w/Fallon	1237	′a-136am		-TWThF	2.	30 (\$250.00)	٥.00 ٨	IM	
_	TE] NOT AVAILABLE RA	TE								
3 KSNV 10/01/12-10/07/12	•	1237	′a-136am		-TWThF	:	30 (\$250.00)	٥.00 ٨	IM	
See MG 31.5,31.6,31.7 [.NOT AVAILABLE RA' 4 KSNV 10/01/12-10/07/12	TE] NOT AVAILABLE RA		⁷ a-136am		-TWThF~~~		30 (\$250.00)	0.00 4	10.4	
See MG 31.5,31.6,31.7	•	1207	a-(30a)()		1 14 1 111	,	30 (φ200.00)	0.00 //	IIVI	
	TE] NOT AVAILABLE RA		7a-136am		-TWThF	:	30 \$250.00	0.00 N	IM	
MG for 31.1,31.3,31.2, [revised rate to reinstate]										
6 KSNV 10/02/12-10/07/12 ⊕ MG for 31.1,31.3,31.2,	•	1237	7a-136am		-TWThF	:	30 \$250.00	0.00 N	IM	
[revised rate to reinstat										
7 KSNV 10/02/12-10/07/12	-	1237	7a-136am		-TWThF	:	30 \$250.00	N 00.0	IM	
[revised rate to reinstat	•	4805								
8 KSNV 10/02/12-10/07/12 MG for 31.1,31.3,31.2,	-	1237	7a-136am		-TWThF	:	30 \$250.00	0.00 N	NM	
[revised rate to reinstat										
E 32 KSNV 10/08/12 10/08/12	Late Night w/Fallon Late Night w/Fallon	СМ	1237a-136am	M	:30	1	\$75.003	0.00	∛ M 1	\$75.00
FALLON	•									
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spot	s/Week	<u>Rate</u> \$75.00	Rating 0.00						
E 33 KSNV 10/08/12 10/08/12		CM '	1135p-1237a	M	- :30	2	\$185.003	0.00		\$370.00
TON SHOW	Tonight Show		,				,			•
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	<u>Weekdays</u> <u>Spot</u>	s/Week 2	<u>Rate</u> \$185.00	Rating 0.00						
E 35 KSNV 10/02/12 10/05/12	2 M-F News 3 at Eleven M-F News 3 at Eleven	СМ	11pm-1135pn	n -TWTF	- :30	4	\$425.003	0.00	1M 4	\$1,700.00
NEWS	110110 0 01 1101011									
Start Date End Date		s/Week	Rate	Rating						
Week: 10/01/12 10/07/12 E 36 KSNV 10/08/12 10/08/12	-TWTF 2 M-F News 3 at Eleven	CM 4	\$425.00 11pm-1135pn	0.00 n M	- :30	1	\$425.003	0.00 1	NM 1	\$425,00
NEWS	M-F News 3 at Eleven	J,.,			100	•	7 101000	3.00 1		Ψ-120,00
•									-	

Print Date: 10/11/12 08:00:07

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Order / Rev: Alt Order #:

Flight Dates:

103698

06830029

10/02/12 - 10/20/12

Advertiser:

Berkley, Shelley for Senate

Product Desc:

BERKLEY FOR SENATE

Estimate:

NEWS Start Date End Date Weekdays Spots/Week Rate Rating Sart Date Sart Date Meekdays Spots/Week Rate Rating Sart Date Sart Date Sart Date End Date Weekdays Spots/Week Rate Rating Sart Date Sart Date End Date Weekdays Spots/Week Rate Rating Sart Date Sart Da	.00 NM .00 NM	2	\$425.00 \$800.00 \$450.00
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Meek: 10/08/12 10/07/12 Sa-Su News 3 at ElevenCM 11pm-1135pm SS :30 2 \$400.003 0.	.00 NM		
Week: 10/08/12 10/14/12 M 1 \$425.00 0.00 E 37 KSNV 10/06/12 10/07/12 10/07/12 Sa-Su News 3 at ElevenCM Sa-Su News 3 at Eleven 11pm-1135pmSS :30 2 \$400.003 0.00 NEWS Start Date Week: 10/01/12 10/07/12 End Date Veekdays Spots/Week Saturday Today Rate Rating Saturday Today CM 7a-9amS- :30 2 \$225.003 0.00 E 38 KSNV 10/06/12 10/06/12 Saturday Today Saturday Today CM 7a-9amS- :30 2 \$225.003 0.00 E 38 KSNV 10/06/12 10/07/12 Sunday Today CM 7a-8amS :30 1 \$350.003 0.00	.00 NM		
E 37 KSNV 10/06/12 10/07/12 Sa-Su News 3 at ElevenCM	.00 NM		
NEWS Start Date End Date Weekdays Spots/Week Rate Rating	.00 NM		
Start Date End Date Weekdays Spots/Week Rate Rating SAT TODAY Saturday Today SAT TODAY Start Date End Date Weekdays Spots/Week Rate Rating SAT TODAY Start Date End Date Weekdays Spots/Week Rate Rating Saturday Today Saturday Today Saturday Today Saturday Today Saturday Today Saturday Today Spots/Week Rate Rating Saturday Today Sa		2	\$450.00
Week: 10/01/12 10/07/12 SS 2 \$400.00 0.00 E 38 KSNV 10/06/12 10/06/12 10/06/12 Saturday Today Saturday Today Saturday Today Saturday Today Saturday Today CM 7a-9am		2	\$450.00
E 38 KSNV 10/06/12 10/06/12 Saturday Today CM 7a-9amS- :30 2 \$225.003 0. Saturday Today Saturday Today Saturday Today SAT TODAY Start Date End Date Weekdays Spots/Week Rate Rating		2	\$450.00
SAT TODAY Start Date End Date Weekdays Spots/Week Rate Rating 0.00	.00 NM		
Start Date End Date Weekdays Spots/Week Rate Rating 0.00	.00 NM		
Week: 10/01/12 10/07/12 5- 2 \$25.00 0.00 E 39 KSNV 10/06/12 10/06/12 News 3 Sunrise - SATURIM News 3 Sunrise - SATURIM News 3 Sunrise SATURDAY 6a-7a 5- :30 2 \$150.003 0.00 NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 10/07/125- 2 \$150.00 0.00 E 40 KSNV 10/07/12 10/07/12 Sunday Today Sunday Today CM 7a-8am 5 :30 1 \$350.003 0.00	.00 NM		
News 3 Sunrise SATURDAY NEWS Start Date End Date Weekdays Spots/Week Rate Rating Start Date 10/07/12 10/07/12 10/07/12 Sunday Today CM 7a-8am	.00 NM		
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 S- 2 \$150.00 0.00 E 40 KSNV 10/07/12 10/07/12 Sunday Today CM 7a-8am S :30 1 \$350.003 0.00	-	2	\$300.00
Week: 10/01/12 10/07/12 S- 2 \$150.00 0.00 E 40 KSNV 10/07/12 10/07/12 Sunday Today Sunday Today CM 7a-8am S :30 1 \$350.003 0.			
E 40 KSNV 10/07/12 10/07/12 Sunday Today CM 7a-8amS :30 1 \$350.003 0.			
Sunday Today	OO NIM	4	#0E0.00
SUNTODAY	0.00 NM	1	\$350.00
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 10/01/12 10/07/12S 1 \$350.00 0.00			
	0.00 NM	1	\$550.00
Saturday Night Live SNL			
Start Date End Date Weekdays Spots/Week Rate Rating			
Week: 10/01/12 10/07/12S- 1 \$550.00 0.00			
N 42 KSNV 10/02/12 10/05/12 Today Show CM 658a-9am -TWTF :30 3 \$900.001 0. Today Show	MN 00.0	3	\$2,700.00
TODAY			
Start Date End Date Weekdays Spots/Week Rate Rating			
Week: 10/01/12 10/07/12 -TWTF 3 \$900.00 0.00 N 43 KSNV 10/02/12 10/05/12 The Tonight Show CM 1135p-1237a -TWTF :30 8 \$500.001 0	0.00 NM	7	\$3,500.00
Tonight Show	,00 (414)	,	ψυ,υσο.σσ
TON SHOW	l		
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 10/01/12 10/07/12 -TWTF 7 \$500.00 0.00			
N 44 KSNV 10/20/12 10/20/12 Sat PR 8-9p CM 8-9pmS- :30 1 \$1,200.001 0	0.00 NM	1	\$1,200.00
Saturday Prime 8-9pm			
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12S- 1 \$1,200.00 0.00			
N 45 KSNV 10/20/12 10/20/12 Sat PR 9-10p CM 9-10pmS- :30 1 \$900,002 0	0.00 NM	1	\$900.00
Saturday Prime 9-10pm			
<u>Start Date </u>			
Tot			